

San Jacinto River Waste Pits Site

Short-Term Communications Actions

- Key Messages for Short-Term
 - Consensus needed from group
- Access-related Signs
 - On-fencing signage
 - Signs adjacent to key traffic/public areas
- Collateral
 - Handouts/Flyers
 - Web material on www.epa.gov/region6
- Timing/Schedule
 - Pre-planning tied to Time-Critical Actions
 - Public announcement
- Contingency for early messaging
 - Stand-by statement from EPA
- Outside PR Agency Utilization
 - Short-term needs, if any, TBD

Key Short-Term Messages

[DRAFT FOR REVIEW]

- Cleanup of an EPA Superfund site in Harris County known as the San Jacinto River Waste Pits Site is set to begin this spring [*or a date certain TBD*]
- Located near the I-10 overpass above the San Jacinto River, the 20-acre site and surrounding shoreline is now closed to public use and access
- Fencing and other barriers have been erected to ensure public safety while this environmental clean-up project proceeds
- Remediation is needed due to concerns about the release of hazardous substances from the Site associated with paper mill waste disposed of on the Site more than 40 years ago
- During the cleanup, trespass on the shoreline area is strictly prohibited
- Due to multiple sources of pollution affecting the San Jacinto River, the public should continue to heed warnings about the risks of consuming catfish or blue crab caught in this body of water
- Multiple community organizations and government agencies are collaborating to inform the public, particularly those who fish in the area, about the clean-up plan and the ongoing fish advisory

Sign Examples | Options

- Posting of simple warning signs along fences
- Additional signs, with additional detail, for designated areas where vehicle or foot-traffic previously occurred
- Multi-lingual versions needed



General Sign Type Examples



Warning | Trespass Symbol Examples



On-Fencing Sign: Recommendation

**RESTRICTED
AREA**

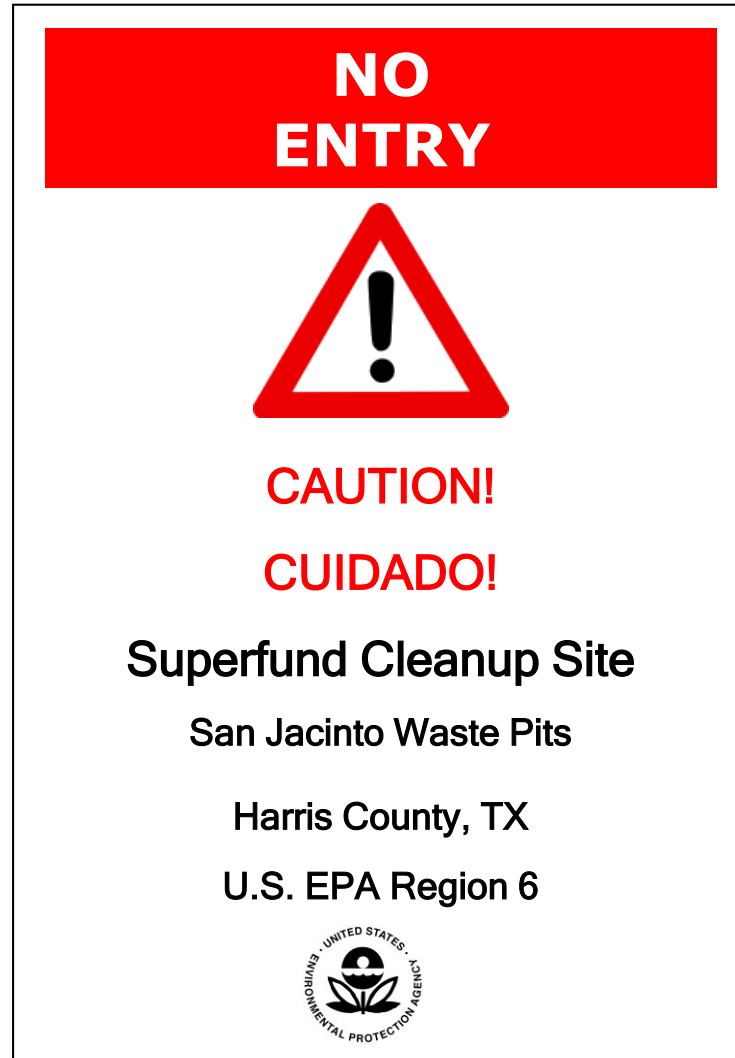


NO TRESPASSING

NO TRASPASE



Access | Traffic Area Sign Copy



Handout | Flyer Copy: 2-Sided or Folded

NOTICE



CAUTION!

Do Not Enter This Area

Texas Public Health Advisory

**Do Not Eat Fish or Blue Crabs
From Houston Ship Channel /
Upper Galveston Bay**



Harris County, TX

For more information:

(713) _____

or www.epa.gov/region6



Also to be re-cast
as Web material and
posted on
www.epa.gov/region6.
Other community sites
can link to this
accordingly.

HEALTH ADVISORY
DIOXINS, PESTICIDES, AND PCBs

WHERE: THE HOUSTON SHIP CHANNEL, UPSTREAM OF THE
 SPENCER TERRY COASTAL AND TAIL OUTLETING SYSTEMS.
 WARNING: THE SAN JOAQUIN RIVER DELIVERS THE HIGHEST AMOUNTS
 OF CHEMICALS OF CONCERN: DIOXIN, PESTICIDES, AND PCBs.
 TYPE OF FISH: ALL SPECIES OF FISH AND BLUE CRABS.

MONTHLY LIMIT
ADULTS - ONE MEAL (8 OZ.)
WOMEN OF CHILDBEARING AGE AND
CHILDREN

DO NOT EAT FISH
OR BLUE CRABS

FOR MORE INFORMATION CONTACT THE TEXAS DEPARTMENT
 OF HEALTH SERVICES (800) 252-6644

NOTIFICACION SOBRE SALUD
DIOXINAS, PESTICIDAS, Y PCBs

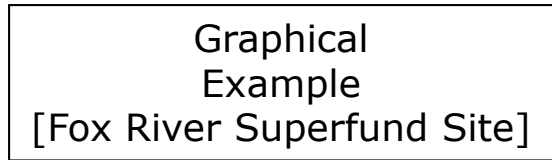
SE ENCUENTRA PRESENTE EN EL CANAL DE EMBAUCACION DE
 HOUSTON, EN LA ZONA DEL DESBORDANTE DE LA CAYANA, ENTRE EL
 TIO DE LAS AGUAS QUE CONECTA CON EL RIO, Y EN EL
 RIO SAN JOAQUIN QUE CONECTA CON EL RIO DEL NORTE
 DE LA CARRETERA 90.

PRODUCTOS QUIMICOS QUE CAUSAN PREOCUPACION:
DIOXINAS, PESTICIDAS Y PCBs.
TIPOS DE PEZ: TODAS LAS ESPECIES DE PECES
Y LA JAIBA AZUL.

LIMITACION
POR MES
ADULTOS - UNA COMIDA (8 ONZAS)
MUJERES EN EDAO FERTIL Y LOS NIÑOS
NO DEBEN COMER PESCADO
O JAIBA AZUL.

PARA OBTENER MAS INFORMACION: PASESE EN CONTACTO CON EL TEXAS
 DEPARTMENT OF HEALTH SERVICES (800) 252-6644

<p>Current Health Advisory Signs [now near site]</p>
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Graphical
Example
[Fox River Superfund Site]

Calendar for Announcement/Outreach Plan

BASED UPON EPA REVIEW AND ANNOUNCEMENT TIMING

CRITICAL DATES/NEEDS FOR PRE-ANNOUNCEMENT PHASE

- ☐ **Final Public Awareness Committee: plan and content reviews**
- ☐ **EPA determination of timing**
- ☐ **Announcement location**
- ☐ **Photo opportunities; media to be accommodated at site**
- ☐ **Start of outreach activities**
- ☐ **Community meeting(s) / locations TBD**

Media Alert for Announcement

MEDIA ADVISORY

SITE CLEANUP & PUBLIC ACCESS RESTRICTION ANNOUNCEMENT

***EPA REGION 6 CLOSES ACCESS TO SAN JACINTO RIVER WASTE
PITS SUPERFUND SITE; CLEANUP TO BEGIN _____***

- WHAT:** Closing of San Jacinto River Site under I-10 overpass marks beginning of Superfund site cleanup process
- WHO:** EPA Region 6 + Community/Government Agency Partners
- Where:** TBD
- When:** Enter time of announcement. Also list a brief agenda and organizations to speak / appear
- Why:** Cleanup of this Superfund Site is a key step in multi-faceted efforts being made to positively impact San Jacinto River.
- Contact:** Donn Walters, EPA Region 6
(214) 665-6483

Holding Statement [for use only as needed]

STANDBY STATEMENT: UPDATE TO MEDIA

Closing of a Superfund Site related to the San Jacinto River Waste Pits under the I-10 overpass began _____

Fencing and construction activity marks the beginning of a multi-part cleanup process related to this Site. Disposal in this area occurred in the mid-1960s. Under the auspices of EPA Region 6, clean-up activities and further investigations of the areas surrounding the Site will get under way beginning _____.

Additional details about the Site's cleanup will be provided when final access control is completed.

Outside PR agency utilization

- Short-term needs, if any, TBD